



**Audit Bureau
of Circulations**

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AUDIT REPORT: Magazine

FAMILY CIRCLE
New York, New York

CLASS, INDUSTRY OR FIELD SERVED: A service magazine for contemporary women: helping them get more out of their many roles as wife, mother, homemaker, career person.

1. AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 1989:

Subscriptions: 1,565,964

Single Copy Sales: 3,661,851

AVERAGE TOTAL PAID CIRCULATION 5,227,815

Advertising Rate Base to 8-15-89 5,400,000

Advertising Rate Base since 8-15-89 5,750,000

Average Total Non-Paid Distribution 56,662

1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

Region Number	Edition Name Sub-Region Name	No. of Issues	Sub-Region Average Circulation	Edition Average Circulation	Region Number	Edition Name Sub-Region Name	No. of Issues	Sub-Region Average Circulation	Edition Average Circulation
(1)	Los Angeles	(17)		368,382	(14)	Cleveland	(17)		107,467
	1A Los Angeles	(17)	315,515		(15)	Indianapolis-Louisville	(17)		201,232
	1B Phoenix	(17)	52,847			Nashville	(17)		
(2)	San Francisco	(17)		212,428		15A Indianapolis	(17)	46,797	
	2A San Francisco	(17)	146,868			15B Fort Wayne	(17)	16,735	
	2B Sacramento	(17)	65,560			15C Louisville	(17)	94,566	
(3)	Seattle-Portland	(17)		210,554		15D Nashville	(17)	43,134	
	3A Seattle	(17)	114,306		(16)	Cincinnati	(17)		110,006
	3B Spokane	(17)	25,836			16A Cincinnati	(17)	55,421	
	3C Portland	(17)	70,332			16B Columbus	(17)	54,585	
(4)	Denver-Salt Lake City	(17)		157,485	(17)	Baltimore-D.C.	(17)		242,576
	4A Denver	(17)	92,742			17A Baltimore/D.C.	(17)	186,576	
	4B Salt Lake City	(17)	37,963			17B Richmond	(17)	56,000	
	4C Billings	(17)	26,790		(18)	Atlanta-Raleigh	(17)		232,998
(5)	Minneapolis	(17)		133,507		18A Atlanta	(17)	109,816	
	5A Minneapolis	(17)	104,825			18B Greenville	(17)	43,304	
	5B Fargo	(17)	26,682			18C Raleigh	(17)	79,876	
(6)	Omaha-Des Moines	(17)		70,878	(19)	Miami-Jacksonville	(17)		191,842
	6A Omaha	(17)	16,206			19A Miami	(17)	42,452	
	6B Des Moines	(17)	52,592			19B Tampa	(17)	86,369	
(7)	Kansas City-Oklahoma City	(17)		165,733	(20)	19C Jacksonville	(17)	63,021	
	7A Kansas City	(17)	31,681			20A Pittsburgh	(17)	92,572	
	7B Oklahoma City	(17)	64,265			20B Charleston	(17)	27,727	
	7C Wichita	(17)	69,787		(21)	Buffalo-Rochester	(17)		
						Syracuse	(17)		129,894
						21A Buffalo-Rochester	(17)	87,511	
						21B Syracuse	(17)	42,383	
(8)	Dallas-Houston	(17)		262,804		22A Philadelphia-Binghamton	(17)		229,896
	8A Dallas	(17)	130,490			22B Philadelphia	(17)	184,155	
	8B Houston	(17)	55,557			22B Wilkes Barre-Binghamton	(17)	45,741	
	8C San Antonio	(17)	40,219		(22)	23A Albany	(17)		114,607
	8D Albuquerque	(17)	36,538			23B Portland	(17)	79,177	
(9)	Milwaukee-Green Bay	(17)		110,824		23B Boston-Providence	(17)	35,430	
	9A Milwaukee	(17)	76,212			24A Boston	(17)	185,093	
	9B Green Bay	(17)	34,612			24B Providence	(17)	29,006	
(10)	Chicago	(17)		287,822	(23)	25A New York	(17)		330,001
	10A Chicago	(17)	207,623			25B Hartford-New Haven-Springfield	(17)		96,270
	10B Champaign	(17)	25,750			26A Canada (Non-Regional)	(17)		187,973
	10C Quad Cities	(17)	54,449			26B National (Non-Regional)	(17)		281,653
(11)	St. Louis	(17)		71,900					
(12)	New Orleans-Memphis-Birmingham	(17)		193,784	(25)				
	12A New Orleans	(17)	109,358		(26)				
	12B Memphis	(17)	40,645						
	12C Birmingham	(17)	43,781						
(13)	Detroit-Grand Rapids	(17)		219,927					
	13A Detroit	(17)	103,786						
	13B Toledo	(17)	64,828						
	13C Grand Rapids	(17)	51,313						

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2. PAID CIRCULATION BY ISSUES:

1989				1989			
Issue	Subscriptions	Single Copy Sales	Total Paid	Issue	Subscriptions	Single Copy Sales	Total Paid
Jan. 10	1,357,532	3,453,051	4,810,583	July 25	1,597,117	3,943,449	5,540,566
Feb. 1	1,414,632	3,030,604	4,445,236	Aug. 15	1,564,166	3,603,074	5,167,240
21	1,449,568	3,377,084	4,826,652	Sept. 5	1,585,130	3,920,631	5,505,761
Mar. 14	1,493,406	3,558,678	5,052,084	26	1,580,814	3,556,279	5,137,093
Apr. 4	1,543,328	3,656,479	5,199,807	Oct. 17	1,660,005	3,887,843	5,547,848
25	1,592,249	4,220,531	5,812,780	Nov. 7	1,656,244	4,247,116	5,903,360
May 16	1,586,670	4,128,399	5,715,069	28	1,649,138	3,569,478	5,218,616
June 6	1,603,234	3,408,926	5,012,160	Dec. 19	1,696,947	3,422,870	5,119,817
27	1,591,213	3,266,978	4,858,191				

AVERAGE PAID CIRCULATION BY QUARTERS for the previous three years and period covered by this report:

Calendar Quarter

Ended	1986**	1987	1988	1989
March 31	6,643,486	6,236,800	5,934,167	4,783,639
June 30	6,305,298	5,542,414	5,867,771	5,319,601
September 30	5,744,139	5,103,589	5,838,231	5,337,665
December 31	6,386,373	6,045,216	5,780,831	5,447,410

AUDIT STATEMENT

The difference shown in average paid circulation, in comparing this report with Publisher's Statements for the period audited is 102,025 copies per issue deduction from paid circulation.

A Supplemental Data Report consisting of an analysis of circulation by counties for the September 5, 1989 issue was released April 9, 1990 for this publication. Data in that report have been verified as part of this audit.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

December, 1990

Audit Bureau of Circulations

(Family Circle, New York, NY - 04-0305-0 - #153875 - 295 - KGL)

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